



# Financial Excellence



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**Financial Excellence with Game Changers, presented by SAP**  
**Tuesday at 7 AM Pacific /10 AM Eastern**  
**May 28th 2013: Evolution of Business Planning**

If you believe strategy and planning are the same, think again. And if your CFO and CIO are not on good speaking terms, your organization's efforts at achieving truly integrated business planning may become a daunting challenge. Why? Planning is evolving to be more about people and process than about technology. The experts speak. Jeff Hattendorf, Macrospect: "There are three kinds of lies: lies, damned lies, and statistics." (Benjamin Disraeli) Nat D'Ercole, Deloitte: "The only limits are, as always, those of vision." (James Broughton) David Dixon, TruQua Enterprises, author/ speaker: "Y

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### Featured Guests



#### Jeff Hattendorf

Jeff Hattendorf is the Co-Founder and Chief Operations Officer of Macrospect. Jeff is an expert in helping the Fortune 500 develop solutions that measure and manage complex business models. His ability to understand and speak both business finance and the technical side of industry leading cloud-based solutions has made him a frequent guest panelist and speaker. As COO and Co-Founder of Macrospect, Jeff oversees every client engagement and plays an instrumental role in helping Macrospect clients gain clarity where it counts. He specializes in solution architecture, process design, data integration, contract negotiation, engagement leadership and training, and is well versed in the industry!

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#### Nat D'Ercole

Nat D'Ercole is the Canadian leader for Deloitte's Performance Management Technology (PMT) practice. He is a CA.IT and a CPA and has practiced as a consultant with Deloitte for 18 years, assisting F100, public sector and mid-market clients across North America with business-focused and technology-enabled Finance Analytic solutions.

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#### David Dixon

David Dixon is a partner at TruQua, an IBM Company and a featured speaker worldwide at SAP conferences. He co-authored the book Mastering the SAP Business Information Warehouse with Bill Inmon and has written many publications on SAP Financials and Analytics. David started his career in 1995 as a FI-CO consultant with SAP specializing in financial consolidations, product costing, and profitability analysis with expertise in ERP information systems and tools. David is not only an executive and practicing consultant, but also a hands-on developer with skills that span functional and technical domains. He has worked with SAP's development team in Walldorf and Palo Alto in support of application

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#### Floyd Conrad

Floyd Conrad is a VP at SAP responsible for driving the success of SAP's Global Center of Excellence Planning & Analysis. He is a Planning & Analytics Evangelist with a demonstrated track record of over 30 years of experience. Floyd has knowledge and experience in helping organizations develop strategies for collaborative enterprise planning in Finance and other key LOBs.

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